

*File Copy*  
11/16/53

# fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

## 1953

january	february	march	april
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# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 13, 1953</u>			
Friday Nov. 13 10:30 A.M.	HUBERT DE GIVENCHY COCKTAIL FASHIONS Press preview of Hubert de Givenchy's first collection in America of cocktail and after-five fashions, designed by Rudolf Gowns. By invitation only. Givenchy Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Friday Nov. 13 11:45 A.M. Buffet	OPENING: COAT AND SUIT COLLECTION BY WILLI Willi's Spring coat and suit collection will be presented at 11:45 A.M. daily, followed by buffet. Contact: Miss Marie at Will Nemerov, LO. 4-9595.	WILL NEMEROV, INC.	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Friday Nov. 13 3:00 P.M. Champagne	PREVIEW: "TRAMPEZE" & "OLDMAINE TROTTERS" Advance showing of Spring shoe collection -- "Penobscot Trampeze" and "Oldmaine Trotters". By invitation only. Contact: Myron B. Wolf at Penobscot, PE. 6-3927.	PENOBSCOT SHOE CO.; OLD TOWN SHOE CO.	47 WEST 34TH STREET SHOWROOM - SUITE 418
Friday Nov. 13 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS "Head-Lines"--informal presentation of hats during Friday cocktail hour. Nov. 13: Emme. Nov. 20: Peg Fischer. Dec. 4: Vaughan O'Toole. Dec. 11: Herma G. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Beginning Friday Nov. 13	SPRING COAT AND SUIT COLLECTION Opening of Mangone's Spring coat and suit collection. By appointment. Contact: PE. 6-2204.	PHILIP MANGONE CO.	500 SEVENTH AVENUE SHOWROOM
Nov. 15	CHILDREN'S BOOK WEEK (Nov. 15-21).		

## WEEK BEGINNING MONDAY, NOVEMBER 16, 1953

Beginning Monday Nov. 16 10:00 A.M.	SHOWING OF SPRING COLLECTION Nettie Rosenstein will present her Spring collection at 10:00 A.M. daily. By appointment. Contact: BR. 9-6890.	NETTIE ROSENSTEIN	550 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Nov. 16 11:00 A.M.	PREVIEW: RESORT & EARLY SPRING COLLECTION Eleanora Garnett will present her Midseason collection of Resort and early Spring fashions to press and buyers. Retail customers' showing Tues., Nov. 17 at 2:30 P.M. By invitation. Publ.: Elizabeth Maher Assoc., EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Nov. 16 1:30 P.M.	SPRING FASHION PRESENTATION Showing of coats, suits and dresses, in conjunction with Mayfair's Spring issue. Commentator: Maggi McNellis. Admission: \$2.00 for benefit of various charities. Coordinator and contact: Diane Cooper, PL. 7-4560.	MAYFAIR MAGAZINE (22 WEST 28TH ST.)	HOTEL ASTOR GRAND BALLROOM
Monday Nov. 16 2:30 P.M.	FASHION SHOWING BY C.H.D. ROBBINS Holiday and Resort fashions by C.H.D. Robbins, with Princess Cathleen Obclensky, their fashion consultant and stylist as commentator. Showing also at 1:00 P.M. in 4th floor restaurant. Press invited. Open to public. Publicity: Frances Bemis, Feature Events, TR. 5-7200.	ABRAHAM & STRAUS	2ND FLOOR WOMEN'S DEPT.
Beginning Monday Nov. 16 2:30 P.M.	OPENING OF SPRING COLLECTION Paul Parnes' Spring collection will be presented at 2:30 P.M. daily. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Beginning Monday Nov. 16 2:30 P.M.	SPRING COLLECTION DESIGNED BY PATRIC Showing of Spring dress collection at 2:30 P.M. daily. Separates collection at continuous showings beginning Thurs., Nov. 19. Contact: CH. 4-6030.	MISS AMERICA CORP.	530 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Monday Nov. 16 4:30 P.M. Cocktails	PRESS PREVIEW: SHOES DESIGNED BY PERUGIA Press showing of custom and ready-to-wear shoes, introducing new "Sheathe" last, designed by Perugia. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU-11TH FLOOR
Beginning Monday Nov. 16 5:30 P.M.	OPENING OF SPRING COLLECTION Showing of Adele Simpson's Spring collection at 5:30 P.M., Nov. 16-19, and Nov. 23-Nov. 24. Showing of complete Resort and Spring collections at 10:00 A.M., November 17 and 18. By invitation only. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Monday Nov. 16 6:00 P.M.- 7:00 P.M.	FUR FASHIONS AT COCKTAIL SHOWING Showing of fur fashions by House of Garis during cocktail hour. Press invited. Public by reservation. Publicity: Claire Muller at Hotel Madison, EL. 5-5000.	HOUSE OF GARIS, INC. (101 WEST 30TH STREET)	HOTEL MADISON CAFE MADISON
Monday Nov. 16 6:30 P.M.- 8:30 P.M.	SEVENTH SESSION: FASHION TRAINING COURSE Subject: "Display-Television"--Interior, Fashion Display: Fashion Applied to Television. Speakers: Catherine Anne D'Alessio, NBC-TV; Tom Lee, Tom Lee, Ltd. Fee: \$2.00 per lecture. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
Monday Nov. 16 8:00 P.M. Dinner	ANNUAL "FAN BALL" FOR CANCER FUND The Royal Presentation Fan Case, which contains the royal autograph fan, will be exhibited at the Fourth Annual "Fan Ball". Women guests will carry fans; and fans will be used as costume accessories in an elaborate pageant "A Fantasy of Flame and Frost". Benefit has been underwritten by the General Foods Corp. Master of Ceremonies: Bob Hope. Chairman: Mrs. Herbert Mundin, BU. 8-5613.	CHILDREN'S MEMORIAL CANCER FUND, INC.	HOTEL PLAZA BALLROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 16 8:00 P.M.	OPENING: METROPOLITAN OPERA'S 69TH SEASON Grand opening of the 1953-54 Metropolitan Opera Season, commemorating the 70th anniversary of the opera house, with Pierre Monteux conducting Gounod's FAUST. Publicity: Margaret Carson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH STREET

OPENING NIGHT BOX-HOLDERS AT THE METROPOLITAN OPERA

For the convenience of fashion reporters who want to know who's who in the Diamond Horseshoe on Opening Night at the Opera, FASHION CALENDAR again publishes this list of Opening Night box-holders and their box numbers, released by N. W. Ayer & Son, Inc. (in the interest of diamonds, of course) in cooperation with the Metropolitan Opera.

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|--------------------------------------|---|
| 1. Mrs. John Wells Heard             | 2. Mrs. Walton Killam                                       |
| 3. Mr. George L. Bagby               | 4. Mr. & Mrs. Franz W. Sichel                               |
| 5. Mr. & Mrs. Walter D. Floersheimer | 6. Mr. Stephen D. Stephanidis                               |
| 7. Mrs. Lorraine Manville            | 8. Mr. & Mrs. Donald Peabody Blagden                        |
| 9. Mr. & Mrs. Seborn Perry           | 10. Mr. Bruce L. Kubert                                     |
| 11. Mr. & Mrs. Eli Tullis Watson     | 12. Mr. & Mrs. Barney Balaban                               |
| 13. Mrs. Frank S. Voss               | 14. Mr. K. A. Zilkha  |
| 15. Mr. & Mrs. Robert B. Considine   | 16. Mrs. Sterling F. Boos                                   |
| 17. Mr. & Mrs. Carl H. Pforzheimer   | 18. Mr. & Mrs. Floyd W. Jefferson                           |
| 19. Mr. & Mrs. Charles H. Revson     | 20. Mr. & Mrs. Edward F. Hutton and<br>Mrs. William K. Dick |
| 21. Mrs. Ceil Chapman                | 22. Mr. & Mrs. Basil P. Goulandris                          |
| 23. Mr. & Mrs. Rudolf Bing           | 24. Mr. & Mrs. Myron P. Kirk                                |
| 25. Mr. & Mrs. Lowell Wadmond        | 26. Mr. & Mrs. Cornelius V. Starr                           |
| 27. Mr. & Mrs. Joseph A. Martino     | 28. Mr. Irving Geist  |
| 29. Mr. & Mrs. Theodore C. Wiehe     | 30. Mrs. Mellon Bruce                                       |
| 31. Mr. & Mrs. Curtis E. Calder      | 32. Mr. Lauder Greenway                                     |
| 33. Col. & Mrs. Ralph E. Ladue       | 34. Mrs. J. B. Haggin                                       |
| 35. Mrs. August Belmont              |   |

Beginning Monday Nov. 16	OPENING: RESORT JEWELRY COLLECTION Daily showings of the "Kramerama" Resort collection of Sunlight Jewels. Contact: Morris Kramer, LO. 4-1644.	KRAMER JEWELRY 48 WEST 37TH STREET SHOWROOM - 4TH FLOOR
Beginning Monday Nov. 16	SPRING FASHIONS FOR BROTHER AND SISTER Opening of Spring collection for boys and girls, sizes 2 to 4 and 3 to 7. Contact: Bea Baris, LO. 4-2200.	HI-LINE CO. 1350 BROADWAY SHOWROOM - 3RD FLOOR
Beginning Monday Nov. 16	SPRING COLLECTION BY MILDRED ORRICK Showing of Janice Milan's Spring collection designed by Mildred Orrick, at continuous daily showings. Contact: LO. 4-7940.	JANICE MILAN, INC. 498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Monday Nov. 16	OPENING OF SPRING SEPARATES COLLECTION Showing of popular-priced coordinated separates for Spring. Contact: Bea Baris, LO. 4-2200.	IRENE ORIGINALS, INC. 525 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Monday Nov. 16	SPRING COLLECTION OF BLOUSES & SEPARATES Dorine Liebert will present her complete collection of boutique blouses and separates at continuous daily showings. Contact: Faye Berk, LA. 4-9290.	DORINE LIEBERT 550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Nov. 16	SHOWING OF SEPARATES BY SCHIAPARELLI Continuous showing of Schiaparelli's coordinated separates, manufactured by Town and Travel Casuals, Inc. Contact: Bea Baris, LO. 4-2200.	SIMON COHEN	525 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Monday Nov. 16- Nov. 28	UPS AND DOWNS OF 20TH CENTURY SKIRT LENGTHS Feminine skirt lengths from 1900 to today, illustrated by authentically dressed miniature manikins, and fashion silhouette posters year by year. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Beginning Monday Nov. 16	LEATHER AND SUEDE JACKETS FOR SPRING Town and Travel will show Spring jackets in leather and suede. Contact: Bea Baris, LO. 4-2200.	TOWN AND TRAVEL CASUALS	525 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Nov. 17	CHRISTMAS SEAL SALE (Nov. 17-Dec. 25).		
Beginning Tuesday Nov. 17 10:00 A.M.	OPENING OF SPRING COLLECTION Showing of Spring collection at 10:00 A.M. on Tues., Wed., and Thurs. By appointment. Contact: CH. 4-1542.	BEN REIG, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Beginning Tuesday Nov. 17 10:30 A.M.	SPRING JUNIOR DRESS COLLECTION Mr. Mort will present his Spring collection of junior dresses at 10:30 A.M. and 2:30 P.M. daily until Nov. 23. Thereafter, continuous showings. Publicity: The Miles, LO. 4-5150.	MR. MORT, INC.	1400 BROADWAY SHOWROOM - 14TH FLOOR
Beginning Tuesday Nov. 17 10:30 A.M.	OPENING OF SPRING COLLECTION Showings of Monarch's Spring coat and suit collection daily at 10:30 A.M. Contact: LA. 4-3527.	MONARCH GARMENT CORP.	512 SEVENTH AVENUE SHOWROOM
Beginning Tuesday Nov. 17 11:00 A.M. And 4:00 P.M.	OPENING OF SPRING COLLECTIONS Opening of Spring collection by Madeleine Fauth of Arkay Junior Frocks at 11:00 A.M., with showings daily thereafter at 11:00 A.M. and 3:00 P.M. Opening of Spring collection by Rappi of Junior Formals at 4:00 P.M., with showings daily thereafter at 11:00 A.M. and 4:00 P.M. Contact: William Durland, LO. 5-2626.	ARKAY JUNIOR FROCKS; JUNIOR FORMALS, INC.	498 SEVENTH AVENUE SHOWROOMS-19TH & 20TH
Beginning Tuesday Nov. 17 11:30 A.M.	OPENING OF SPRING DRESS COLLECTION Countess Alexander will present afternoon, cocktail and evening fashions. By invitation. Contact: CH. 4-5693.	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Nov. 17 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING Subject: "Keep Your Eye On The Stars". Speaker: Nicholas Parker, Vice-President, Neiman-Marcus, Dallas. "Accessories Carnival"--report and commentary by Carolyn Saks, Assoc. Fashion Editor of "Charm". Co-Chmn: Mimi Aleinikoff and Matilda Taylor. Price: \$5.00 for members; \$5.25 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 17 12:15 P.M.	HOLIDAY CLOTHES-- FASHION SHOW Saks 34th will present clothes for the holidays. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000, Ext. 445.	SAKS 34TH STREET	4TH FLOOR SUIT DEPT.
Beginning Tuesday Nov. 17 1:00 P.M.	OPENING OF SPRING COLLECTION Opening of Talmack's Spring collection, with showings at 1:00 P.M. daily. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday Nov. 17 2:00 P.M.	SPRING COLLECTION BY ANNE FOGARTY Opening of Spring collection by Anne Fogarty of Margot Dresses at 2:00 P.M., with showings daily thereafter at 10:00 A.M. and 2:00 P.M. Contact: William Durland, LO. 5-2626.	MARGOT DRESSES, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
9 no Tuesday Nov. 17 2:30 P.M.	SHOWING OF SPRING HAT COLLECTION Showing of Christian Dior-New York Spring millinery collection at 2:30 P.M. By invitation only. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM
Beginning Tuesday Nov. 17 2:30 P.M.	OPENING: CEIL CHAPMAN'S SPRING COLLECTION Showing of Ceil Chapman's Spring collection at 2:30 P.M. daily. Publicity: Alto Schiffrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Nov. 17 2:30 P.M.	OPENING OF SPRING COLLECTION Maurice Rentner will present his Spring collection. Contact: LA. 4-6968. <i>Kathy Schrey</i>	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR By appointment only.
Beginning Tuesday Nov. 17 4:00 P.M.	PREVIEW OF SPRING COLLECTION Harmay will present their Spring collection to press and buyers. By reservation. <u>Trade showings daily thereafter at 4:00 P.M.</u> Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Nov. 17 4:00 P.M. Cocktails	TRAVEL FASHIONS BY DAVID CRYSTAL Fugazy's "Fashions on Tour"--showing of David Crystal, Haymaker, and Lady Northcool travel fashions. Cocktails will follow show. By invitation. Publicity: James McGuinn, 55 W. 42nd St., WI. 7-7062.	FUGAZY TRAVEL BUREAU	554 MADISON AVENUE 2ND FLOOR
Tuesday Nov. 17 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: CHILDREN'S SWIMWEAR COLLECTION Catalina will present their children's swimwear collection to the press, local and out-of-town buyers. <u>Showing at 4:45 P.M.</u> By invitation only. Publicity: Virginia Dickson, at Catalina, LA. 4-2380.	CATALINA, INC. (358 FIFTH AVENUE)	SHERRY NETHERLAND CARNAVAL ROOM
2 no Tuesday Nov. 17 8:00 P.M. Dinner	MEN'S AND WOMEN'S FORMAL FASHIONS "A Man's Eye View of Feminine Fashions" at the Formal Wear Institute's annual dinner, with a presentation of awards to leading American designers of women's fashions. (Cocktails at 7:00 P.M.). Price: \$15.00. Contact: MU. 3-5932.	FORMAL WEAR INSTITUTE (1186 BROADWAY)	HOTEL PIERRE BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<i>Thurs</i> Wednesday Nov. 18 9:00 A.M. Breakfast	PRESS PREVIEW OF HOSIERY FASHIONS "Legs for the Occasion"--preview of new colors and textures in hosiery. Showing at 9:30 A.M. By invitation only. Contact: Helen Sisson at Phoenix, PE. 6-6868.	PHOENIX HOSIERY (350 FIFTH AVENUE)	HOTEL PIERRE BALLROOM FOYER
Wednesday Nov. 18 12:30 P.M. Luncheon	FASHIONS IN FABRICS BY STEHLI AT LUNCHEON "Beautiful Dreamers and the Clothes They Dream About"--Best & Company will present fashions by leading designers in Stehli fabrics, honoring the annual Christmas seal campaign of the N.Y. Tuberculosis & Health Ass'n. Press by invitation. Public by reservation; contact: "Beverly" TE. 8-8000. Stehli Publicity: Anita Pine, WI. 7-3000. Best Publicity: Gay Stearns, PL. 9-2000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BEST & COMPANY	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 18 12:30 P.M. Luncheon	HOLIDAY FASHIONS AT LUNCHEON SHOW Showing of Arnold Constable's Holiday fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 18 2:30 P.M.	OPENING OF SPRING COLLECTION Pauline Trigere's Spring collection will be presented on Wed., Nov. 18 and Thurs., Nov. 19 at 2:30 P.M. Showing on Fri., Nov. 20 at 10:30 A.M. And Mon., Nov. 23, at 2:30 P.M. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Wednesday Nov. 18 4:00 P.M. Cocktails	PRESS PREVIEW: SPRING DRESS COLLECTION Showing of the Carlye of St. Louis Spring, 1954 collection, presented by Mrs. Corinne Fuller Glaser at a private press preview. By invitation only. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	CARLYE DRESS CORP. (1451 BROADWAY)	RITZ TOWER PARK AVE. & 57TH ST.
Postponed Nov. 18	J. & J. SLATER'S PRESS PREVIEW OF SHOE FASHIONS, ORIGINALLY SCHEDULED FOR WED., NOV. 18 AT 5:00 P.M., HAS BEEN POSTPONED. (New Date Later).		
Wednesday Nov. 18 7:30 P.M. Reception	SIXTH ANNIVERSARY DINNER AND DANCE Presentation of First Annual Award for "Outstanding Support of American Design" to Dorothy Shaver, president of Lord & Taylor. Tickets: members, \$15.00; non-members, \$20.00. Contact: Betty Deitchman, 1457 Broadway, WI. 7-1679 or Arlene Willis, LA. 4-7950.	SOCIETY OF NEW YORK DRESS DESIGNERS	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Nov. 19 9:00 A.M. Breakfast	SPRING LINGERIE FOR WOMEN AND JUNIORS Showing of women's and junior lingerie for Spring and Summer 1954. By invitation only. Contact: Lois Gifford, B.B.D. & O., EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM-23RD FLOOR
Thursday Nov. 19 9:30 A.M. Coffee	PREVIEW OF SPRING COLLECTION BY STEFAN "The Time of Your Life"--Spring collection of Leslie Fay - Briarbrook fashions, designed by Stefan. Showing at 10:00 A.M. By invitation only. Contact: Helen Towers, BR. 9-7700. Publicity: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.	LESLIE FAY-- BRIARBROOK	1407 CLUB 1407 BROADWAY



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 19 12:00 Noon Buffet Luncheon	PRESS PREVIEW OF SPRING COLLECTION Press preview of Ruth Ramos' Spring collection of coats, suits, ensembles for the new firm of Ray-Mar, Inc. Fashion showing at 12:00 Noon, followed by buffet. By invitation. Publicity: Barkann & Platt, TR. 6-1354.	RAY-MAR, INC.	512 SEVENTH AVENUE SHOWROOM - 31ST FL.
Thursday Nov. 19 12:15 P.M. Luncheon	PRESS PREVIEW OF NEW "COLORHAIR" Nestle-LeMur will introduce their new product "Colorhair" at a luncheon for the press. By invitation only. Publicity: E. Ruth Pepper at Elizabeth Maher Assoc., 424 Madison Ave., EL. 5-4248.	THE NESTLE-LEMUR CO. (902 BROADWAY)	WALDORF-ASTORIA JANSEN SUITE
Thursday Nov. 19 1:00 P.M. Luncheon	LUNCHEON SHOWING: PARIS BOUTIQUE IMPORTS Valia's Boutique will present Paris imports of sweater blouses, separates, accessories and millinery, including exclusive originals by Marcel Rochas and Fernande Desgranges. Furs: Norma Gollinger. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Valia Contact: PL. 8-2755. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	VALIA'S BOUTIQUE (532 MADISON AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday Nov. 19 4:00 P.M. Cocktails	PREVIEW OF CRUISE & SPRING COLLECTION Lanz of California will show their Cruise and Spring collection. By invitation only. Contact: Audrey Weymouth, OX. 5-3150.	LANZ ORIGINALS	1407 BROADWAY SHOWROOM - 24TH FL.
Thursday Nov. 19 5:00 P.M. Cocktails	OPEN HOUSE -- COCKTAIL PARTY Gustavo's house-warming party, with informal modeling of a few Spring hats. By invitation only. Publicity: Maud G. Moody, 347 Fifth Ave., LE.2-5562.	GUSTAVO	59 WEST 56TH STREET SALON
Friday Nov. 20 9:30 A.M. Breakfast	FASHIONS IN LEATHER BY BONNIE CASHIN Press preview of Spring fashions in leather, designed by Bonnie Cashin for Philip Sills. By invitation only. Publ.: Donna Cannon, MU. 7-5447.	PHILIP SILLS (38 WEST 37TH ST.)	HAMPSHIRE HOUSE THE COTTAGE
Friday Nov. 20 11:00 A.M.	PREVIEW: SOPHIE READY- TO-WEAR ORIGINALS Press showing of early Spring ready-to-wear Sophie Originals, designed by Sophie and Stephen Erklin. By invitation. Contact: Grace de Mun, PL.3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Saturday Nov. 21- Nov. 28	THIRD ANNUAL "GIVE HANDKERCHIEF WEEK" Publicity: Mary Marsh, PL. 7-5809.	HANDKERCHIEF PROMOTIONS INC. (2 W. 46TH STREET)	THROUGHOUT THE COUNTRY
Monday Nov. 23 4:45 P.M. Cocktails	PREVIEW OF NEW DYNEL FABRIC Dynel will introduce a new fabric in a collection of Spring coats by Parliament fashions. By invitation only. Contact: Constance McCarthy, MU. 7-8000, Ext. 1058.	UNION CARBIDE & CARBON CORP.	SAVOY PLAZA HOTEL LE CHATEAU-11TH FL.
Monday Nov. 23- Nov. 25 4:00 P.M.	PUPPET FASHION SHOW OF SWISS FABRICS Opening of Lanella's new showroom, with fabrics and fashions presented in a puppet show. By invitation only. Contact: Robbie, MU. 4-5538.	LANELLA CORP.	185 MADISON AVENUE SHOWROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
23 Tuesday Nov. 24 8:00 P.M. Dinner- Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE "The Star Spangled Ball"--sixth annual "Party of the Year" for benefit of Costume Institute of the Metropolitan Museum of Art. Entertainment by members of the fashion industry. Chairman of executive committee: Dorothy Shaver. Co-chairmen of entertainment committee: Eleanor Lambert and Lloyd Weill. Reservations: \$60.00 each; contact: <u>Julia Raymond</u> , Costume Institute, Metropolitan Museum, TR. 9-5500, Ext. 380.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
			<i>Mrs Mildred W. W. Coz</i>
Nov. 26	THANKSGIVING DAY (Thursday).		
Thursday Nov. 26 9:45 A.M.	TWENTY-SEVENTH ANNUAL THANKSGIVING PARADE Santa Claus will arrive in New York with Macy's 27th Annual Thanksgiving Day Parade, which will start at 9:45 A.M. at 77th St. and Central Park West, proceed down Central Park West to Columbus Circle, and from there along Broadway through Times Square to 34th Street, turning West and arriving at the reviewing stand in front of Macy's about 11:00 A.M. There will be 6 mammoth balloons, featuring 12 fabulous floats, depicting fairy tales and modern characters; 12 championship bands; and over 50 comedy acts, countless clowns, 84 of them wearing amusing and delightful costumes. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	FROM 77TH ST. & CENTRAL PARK WEST
Friday Nov. 27 2:00 P.M.	HOLIDAY FASHION PRESENTATION Lord & Taylor will present fashions for the holidays in the Young New Yorker Shop. Press invited. Open to public. Publ: Gloria Carr, WI.7-3300.	LORD & TAYLOR	YOUNG NEW YORKER SHOP 6TH FLOOR
Monday Nov. 30 12:30 P.M. Luncheon	"BLUE ROOM" FASHIONS AT LUNCHEON SHOW Showing of Hattie Carnegie's Resort, Cruise and Spring "Blue Room" fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Hattie Carnegie Contact: Irving Karshin, PL. 5-2600. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA EMPIRE ROOM
Monday Nov. 30 4:00 P.M.	SPRING & SUMMER 1954 SHOE FASHIONS "Pederama"--The Popular Price Shoe Show of America will present a special industry showing of Spring-Summer 1954 shoes for men, women and children. By invitation only, for the press. <u>Trade showing Sunday, Nov. 29 at 4:00 P.M.</u> Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
Monday Nov. 30 9:00 P.M.	"BLUE COTILLION"-- ANNUAL FASHION SHOW Midnight fashion show by leading designers. M.C.: Kathryn Murray. Tickets: \$25.00 (benefit of J.O.B.--for securing employment for the handicapped). Contact: J.O.B., 270 Park Ave., PL. 3-5847. Pierre Fashion Show Director: Nola Luxford. J.O.B. Publicity: Mollie Baldwin, LE. 2-4280.	J.O.B. (JUST ONE BREAK)	HOTEL PIERRE COTILLION ROOM
Tuesday Dec. 1 9:30 A.M. Breakfast	PREVIEW OF FUR GIFTS FOR CHRISTMAS Joseph Bernham's press preview of precious gifts in fur for "Under the Christmas Tree". By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	JOSEPH BERNHAM	16 EAST 52ND STREET SALON



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Dec. 1 12:00 Noon Luncheon	PREVIEW OF SPRING LINGERIE AND HOSIERY Luxite Lingerie and Hosiery for Spring and Summer, 1954 fashion presenta- tion and luncheon. By invitation only. Publicity: Rita Lysen, c/o Daniel J. Edelman & Assoc., 440 Merchandise Mart, Chicago 54, Ill. Contact: George M. Hawes, 330 Fifth Avenue, PE. 6-6656.	LUXITE LINGERIE AND HOSIERY	STORK CLUB 3 EAST 53RD STREET
Wednesday Dec. 2 12:30 P.M. Luncheon	CAROLYN SCHNURER'S FASHIONS AT LUNCHEON Saks Fifth Avenue will present Carolyn Schnurer's Cruise and Resort fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Saks 5th Avenue Publ.: Carolyn Haight, PL. 3-4000, Ext. 7064. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	SAKS FIFTH AVENUE	HOTEL PIERRE COTILLION ROOM
Tuesday Dec. 3 9:00 A.M. Coffee	INFANTS' & CHILDREN'S KNIT FASHIONS FOR SPRING Spring preview of Carter's infants' knit underwear, sleepwear, creepers, topper sets, dresses; and children's knit underwear and sleepwear. <u>Showing</u> <u>at 9:30 A.M.</u> By invitation. Publicity: Lois Gifford, BBD&O, EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM-23RD FLOOR
Tuesday Dec. 8 12:30 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW Luncheon showing of Arnold Constable's Resort fashions. Press by invita- tion. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Dec. 8 4:00 P.M. Cocktails	PREVIEW OF RESORT FASHIONS IN COTTONS Gailey & Lord's fashion show, highlighting Resort fashions by American designers; and European designs by Jean Desses, Pierre Balmain, Schiaparelli, John Cavanagh, Norman Hartnell, Sybil Connolly, Rodriguez, Pertegaz and Fontana. By invitation only. Publicity: Rosemary Sheehan, 630 5th Ave., CI. 7-8060.	GALEY & LORD	SHERRY NETHERLAND BALLROOM
Wednesday Dec. 9 12:30 P.M. Luncheon	RESORT FASHIONS AT LUNCHEON SHOW Showing of Claire McCardell's Resort and Spring collection during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. McCardell Contact: LO. 4-2155. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	CLAIRE MCCARDELL (TOWNLEY FROCKS)	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 9 12:30 P.M. Luncheon	RESORT FASHIONS DURING LUNCHEON Russeks will present Cruise and Resort fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Thursday Dec. 10 1:00 P.M. Luncheon	PIERRE BALMAIN FASHIONS AT LUNCHEON SHOW De Pinna will present Resort and Winter fashions by Pierre Balmain. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Gene Loyd, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM



MOVIES...MUSIC...THEATRE...OPERA

Beginning  
Monday  
Nov. 16 FIRST WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY  
Mon., Nov. 16: Gounod's FAUST. Fri., Nov. 20: Mozart's LE NOZZE DI FIGARO.  
Sat., Mat., Nov. 21: Verdi's LA FORZA DEL DESTINO. Sat., Eve., Nov. 21:  
Puccini's LA BOHEME. Publicity: Margaret Carson, PE. 6-1200.

Tuesday  
Nov. 17 PREMIERE: "DECAMERON NIGHTS" (Movie) FINE ARTS THEA., 128 E. 58TH STREET  
R.K.O. Radio Pictures Technicolor production of 3 stories starring Joan  
Fontaine and Louis Jourdan with Joan Collins, Binnie Barnes, Godfrey  
Tearle. Producer: M.J. Frankovich and William Szekely. Director: Hugo  
Fregonese. RKO Publicity: Frank Petraglia, JU. 6-5050.

Wednesday  
Nov. 18 OPENING: "ESCAPADE" 48TH STREET THEATRE, 158 WEST 48 ST.  
Alfred de Liagre, Jr. and Roger L. Stevens, with Henry Sherek, present a  
comedy by Roger MacDougall with Brian Aherne and Ursula Jeans, Melville  
Cooper and Roddy McDowall. Sets and Costumes: Donald Oenslager. Director:  
Alfred de Liagre. Publicity: Ben Washer, MU. 4-4200.

Beginning  
Wednesday  
Nov. 25-  
Dec. 6 OPENING: "THE SHRIKE" CITY CENTER, 131 WEST 55TH STREET  
The N.Y. City Center will present the second in their drama series, starr-  
ing Jose Ferrer in Joseph Kramm's Pulitzer Prize Winner "The Shrike" co-  
starring Judith Evelyn in her original role. Costumes: Emeline Roche.  
Dec. 9-Dec. 20: "Richard III", co-starring Vincent Price. Dir: M.Webster.  
Dec. 23-Jan. 3: "Charley's Aunt", production designed by Raoul Pene du  
Bois. Prices: \$1.20-\$3.60. Publicity: Reginald Denenholz, JU. 6-2828.

Thursday  
Dec. 3 OPENING: "KISMET" ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.  
Charles Lederer will present Edwin Lester's production of a musical  
Arabian Nights, with story by Mr. Lederer and Luther Davis, and music and  
lyrics by Robert Wright and George Forrest. Starring Alfred Drake with  
Doretta Morrow, Richard Kiley and Joan Diener. Dances: Jack Cole. Settings  
& costumes: Lemuel Ayers. Lighting: Peggy Clark. Publ.: Barry Hyams, CO. 5-4784.

Thursday  
Dec. 10 OPENING: "JOHN MURRAY ANDERSON'S ALMANAC" IMPERIAL THEA., 249 W. 45TH ST.  
Michael Grace, Stanley Gilkey, Harry Rigby will present "John Murray  
Anderson's Almanac" with Hermione Gingold, Billy de Wolfe, Harry  
Bellefonte, Polly Berger. Production supervised by Mr. Anderson. Sketches  
directed by Cyril Ritchard. Sets: Thomas Becher. Costumes: Raoul Pene du  
Bois. Publicity: Sol Jacobson, CH. 4-1482.

Wednesday  
Dec. 16 OPENING: "THE PRESCOTT PROPOSALS" BROADHURST THEATRE, 233 WEST 44TH ST.  
Leland Hayward will present Katherine Cornell in a political comedy by  
Howard Lindsay and Russel Crouse. Cast includes: Felix Aylmer, Lorne  
Greene, Ben Astar, Roger Dann, Bartlett Robinson. Dir: Howard Lindsay.  
Costumes: Mainbocher. Publicity: Leo Freedman, CH. 4-7250.

Saturday  
Dec. 26 OPENING: "THE FAMILY MAN" CORONET THEATRE, 230 W. 49TH STREET  
Producers' Theatre, Inc. will present Burgess Meredith in Liam O'Brien's  
play of unconventional life in late Victorian times, with Martha Scott,  
Thomas Chalmers, Una Merkel, Glenn Anders, Michael Wager. Director: Alan  
Schneider. Sets & costumes: Ben Edwards. Publ.: Barry Hyams, CO. 5-4784.

Wednesday  
Jan. 20 OPENING: "THE CAINE MUTINY" PLYMOUTH THEATRE, 236 W. 45TH STREET  
Paul Gregory-Charles Laughton Production of Herman Wouk's new play starring  
Henry Fonda, John Hodiak and Lloyd Nolan. Director: Dick Powell.  
Publicity: Karl Bernstein, CI. 6-0427.